

Attorney Docket No. SD50702D.UPA

ABSTRACT

A method of doing business where the reading and exchange of children's books is promoted. A series of children's books, each having unique front and back cover illustrations, are each contained within a book bag having side panel illustrations matching the front and back cover illustrations. The book and book bag are sold together, with at least one compartment within the book bag sized to receive and contain the book. Children are encouraged to read other books in the series upon viewing the cover art associated with the books, the cover art serving to provide a preview of the contents of the book.